



c/m: 2-29-96

February 16, 1996

1623-RM	1636-RM	1638-DM
20 29	20	RM
21 30		2 26
23		20 27
24		21 28
26		22 29
27		23 30
28		24 30
		25

R.F. (RICH) KANE
Regional Sales Manager

227-A South Street
Hopkinton, MA 01748
508-435-8613
Fax 508-435-8591

To: All Field Sales Personnel in Regions 1100 and 1600 with
Hannaford Brothers / Shop 'n Save Supermarkets

Re: Hannaford Brothers—CID # 1610 00 00
Private Label Introduction—"CHARTER"

Ladies and Gentlemen:

R. J. Reynolds Tobacco Company and Hannaford Brothers "Shop 'n Save" Supermarkets have entered into an agreement which establishes "Charter" as Hannaford's Private Label Brand. Initial shipments to each Hannaford Brothers Supermarket location will occur on 2/23/96.

RJR assumes the responsibility of contacting all Hannaford Brothers Supermarket locations beginning the week of February 26, 1996, to merchandise and display this brand family and ensure prominent P.O.S. exposure and price communication.

The introduction of "Charter" is expected to increase RJR's total Company share and savings share of category in each Hannaford location.

Hannaford Brothers has agreed to ensure a competitive price point for "Charter" in addition to protecting its retail price from competitive discounting. Price points for "Charter" will be determined on a market-by-market basis.

In the event that any competitive in-store discounting occurs which brings the retail sales price within \$1.00 of the established "Charter" every day low price, please send a voice mail (#67719) to my attention with the following information:

- ① Store & City
- ② Brand discounted retail price
- ③ "Charter's" everyday price

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"We work for smokers."

ENCLOSED PLEASE FIND THE FOLLOWING:

- ① "Charter" product information
- ② Hannaford—"Charter" re-order numbers
- ③ P.O.S. materials—re-order information
- ④ Merchandising guidelines
- ⑤ Large & small pack stickers
- ⑥ Carton and package identification labels
- ⑦ P.O.S. authorization.

Your assistance in contacting all locations at your earliest convenience to ensure "Charter" is merchandised properly and price communicated, will enhance this introduction and "Charter's" success.

Sincerely,



M. A. Belniak

MAB/nsk

Enclosures

cc: DMs
RMs

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CHARTER

PRODUCT INFORMATION

	UPC	LENGTH (inches)	WIDTH (inches)	DEPTH (inches)	CUBE (feet)	WEIGHT
PACKS						
Full Flavor 85's	12300 23174	2.0625	0.8438	3.375	0.0034	0.787 oz
Full Flavor 100's	12300 23177	2.0625	0.8438	4.0000	0.0040	0.933 oz
Lights 85's	12300 23180	2.0625	0.8438	3.375	0.0034	0.787 oz
Lights 100's	12300 23183	2.0625	0.8438	4.0000	0.0040	0.933 oz
Ultra Lights 85's	12300 23186	2.0625	0.8438	3.375	0.0034	0.787 oz
Ultra Lights 100's	12300 23189	2.0625	0.8438	4.0000	0.0040	0.933 oz
Menthol Lights 85's	12300 23192	2.0625	0.8438	3.375	0.0034	0.787 oz
Menthol Lights 100's	12300 23195	2.0625	0.8438	4.0000	0.0040	0.933 oz
Full Flav CPB 83's	12300 23251	2.2047	0.9055	3.4055	0.0040	0.933 oz
Light CPB 83's	12300 23254	2.2047	0.9055	3.4055	0.0040	0.933 oz
CARTONS						
Full Flavor 85's	12300 23175	10.6250	1.7813	3.4375	0.038	8.67 oz
Full Flavor 100's	12300 23178	10.6250	1.7813	4.0313	0.044	10.13 oz
Lights 85's	12300 23181	10.6250	1.7813	3.4375	0.038	8.67 oz
Lights 100's	12300 23184	10.6250	1.7813	4.0313	0.044	10.13 oz
Ultra Lights 85's	12300 23187	10.6250	1.7813	3.4375	0.038	8.67 oz
Ultra Lights 100's	12300 23190	10.6250	1.7813	4.0313	0.044	10.13 oz
Menthol Lights 85's	12300 23193	10.6250	1.7813	3.4375	0.038	8.67 oz
Menthol Lights 100's	12300 23196	10.6250	1.7813	4.0313	0.044	10.13 oz
Full Flav CPB 83's	12300 23252	11.1250	1.8750	3.4375	0.041	10.13 oz
Light CPB 83's	12300 23255	11.1250	1.8750	3.4375	0.041	10.13 oz
CASES - 12M						
Full Flavor 85's	12300 23178 ⁶	17.625	11.0625	21.688	2.447	33.5 lbs
Full Flavor 100's	12300 23179	20.5625	11.0625	21.688	2.855	39.0 lbs
Lights 85's	12300 23182	17.625	11.0625	21.688	2.447	33.5 lbs
Lights 100's	12300 23185	20.5625	11.0625	21.688	2.855	39.0 lbs
Ultra Lights 85's	12300 23188	17.625	11.0625	21.688	2.447	33.5 lbs
Ultra Lights 100's	12300 23191	20.5625	11.0625	21.688	2.855	39.0 lbs
Menthol Lights 85's	12300 23194	17.625	11.0625	21.688	2.447	33.5 lbs
Menthol Lights 100's	12300 23197	20.5625	11.0625	21.688	2.855	39.0 lbs
Full Flav CPB 83's	12300 23253	17.625	11.5625	22.7500	2.683	39.0 lbs
Light CPB 83's	12300 23256	17.625	11.5625	22.7500	2.683	39.0 lbs

Available -- 12/19/95

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HANNAFORD BROTHERS COMPANY
"CHARTER" RE-ORDER ITEM NUMBERS

<u>ITEM #</u>	<u>DESCRIPTION</u>
0291500	CHARTER FF KING
0291518	CHARTER FF 100
0291526	CHARTER LIGHT KING
0291534	CHARTER LIGHT 100
0291542	CHARTER ULTRA LT KING
0291559	CHARTER ULTRA LT 100
0291567	CHARTER LT MENTHOL KING
0291575	CHARTER LT MENTHOL 100
0291585	CHARTER FF BOX KING
0291591	CHARTER LT BOX KING

NOTE:

**PLEASE ENSURE THESE ITEM RE-ORDER NUMBERS ARE PLACED IN ALL
CIGARETTE ORDER BOOKS.**

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Generic Point-Of-Sale

CHARTER



▲ **19" CANOPY CARD, 19" x 8 1/4"
Item #468173



▲ **PUMP TOPPER, 21 1/2" x 12 1/2"
Item #394891



▲ *24" PACKAGE MERCH CARD, 18 3/8" x 3 1/4"
Item #394858



▲ CHANNEL STRIP, 13 11/16" x 1 3/16"
Item #394869



▲ **DUMP BIN RISER, 17 1/4" x 14"
Item #403911



*SMALL PPD CARD, 9 1/4" x 4 7/16"
Item #432636



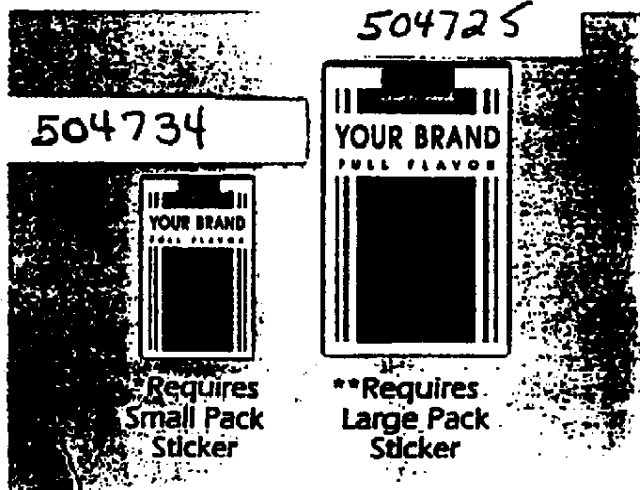
**EXTENDED LARGE PPD CARD, 13 7/16" x 10 1/2"
Item #394847



*LARGE PPD CARD, 13 7/16" x 4 7/16"
Item #394902



SHELF STRIP, 12 1/4" x 4 7/16"
Item #394880



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<p align="center">"CHARTER" MERCHANDISING GUIDELINES</p>
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Please find below merchandising options, in order of preference.

"CHARTER" CARTONS

#1 Option

Locations with Carton Promotional Section—

"Charter" cartons will be merchandised on the top 2 shelves of RJR carton fixture sections designated as promotional area.

#2 Option

Locations without Carton Promotional Section

"Charter" cartons to be merchandised on 50% of third shelf sections designated as *Price Value/Savings*. (Space previously allocated to Lorillard savings brands)

#3 Option

"Charter" cartons to be merchandised on RJR designated (*Price Value/Savings*) sections.

"CHARTER" PACKS

#1 Option

"Charter" packs to be featured in RJR promotional pack area.

#2 Option

"Charter" packs to be merchandised / "cut in" on allocated RJR pack shelves.

DUE TO THE NUMEROUS CARTON AND PACK MERCHANDISING CONFIGURATIONS THROUGHOUT THE HANNAFORD CHAIN, SHOULD YOU BE ENCOUNTERED WITH OTHER MERCHANDISING OPTIONS NOT ADDRESSED ABOVE, PLEASE FEEL FREE TO EXERCISE YOUR GOOD JUDGMENT IN MERCHANDISING "CHARTER".

IN THE NEAR FUTURE, NEW PACK AND CARTON PLAN-O-GRAMS FOR HANNAFORD LOCATIONS WILL BE FORWARDED TO YOUR ATTENTION.

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"CHARTER" MERCHANDISING EXAMPLE

RJR CIGARETTE PLANOGRAM

HANNAFORD BROTHERS CO.

STORE #241 -- BELFAST, ME

18-FT. INLINE CARTON/PACK

CARTON OPTION #1

CARTON
OPTION #3

CARTON
OPTION #2

PACK
OPTION # 1

PACK
OPTION # 2

PRICE VALUE	FULL MARGIN	FULL MARGIN	FULL MARGIN	PROMO	PACKS
RJR	RJR	RJR	RJR	CHARTER	RJR PROMOS
RJR	RJR	RJR	RJR	CHARTER	RJR
RJR 6 PL 6	PL	PL	PL		RJR
BAT	BAT	BAT	BAT		PL
BAT 6 PM 6	PM	PM	PM		BAT
PM	PM	PM	PM		BAT 14 PM 6
PM	PM	PM 6 LM 2	LM		PM
					PM
					PM
					PM 9 L&M 10

4-FT. 12 ROWS	26-FT. 8 ROWS	28-FT. 8 ROWS	28-FT. 8 ROWS	28-FT. 8 ROWS	4-FT. 19 FACINGS
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CARTONS			PACKS		
COMPANY	TOTAL ROWS	% OF ROWS	COMPANY	TOTAL ROWS	% OF ROWS
RJR	78	31.0	RJR	57	30.0
PL	30	11.9	PL	19	10.0
BAT	42	16.7	BAT	33	17.4
PM	92	36.5	PM	71	37.4
LM	10	4.0	LM	10	5.3
TOTAL	252	100.0%	TOTAL	190	100.0%

RJ Reynolds Tobacco Company

Approved By: LEANNE DUCA

Date: 11/3/95

886L 7988



MEMO TO: Non Foods Managers & Customer Service Managers

DATE: June 22, 1995

SUBJECT: CIGARETTE SIGNAGE

FILE COPY

It has been brought to our attention that several stores are confused about our sign policy in regards to cigarettes, therefore, many signs are needlessly being removed and customers are not aware of any specials we may be running and we are potentially missing out on sales. Please be advised that the following rules apply:

1. *R.J. Reynolds Tobacco Co. has with the approval of Hannaford Bros. Co., the right to place signage on our fixtures. Their signage is not restricted to the canopies. Failure to allow R.J. Reynolds representatives the right to place signage on fixtures is in direct violation of our contract with them and will result in loss of shelf payment to your store each month by R.J. Reynolds.*
2. *All other vendors can convey their pricing only on items in our promotional section by requesting and using 3x5 Shop 'n Save sign stock.*

If you have any questions or concerns, please feel free to give me a call. Thank you for your anticipated cooperation.


LEANNE DUCA
Re-Order Buyer

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DATAGRAB

112208	112225	100131	SHOP 'N SAVE #390	390	SANFORD	ME
112208	112225	100118	SHOP 'N SAVE #307	307	KENNEBUNK	ME
112208	112225	321019	SHOP 'N SAVE #389	389	WELLS	ME
112209	112225	193148	SHOP 'N SAVE #138	138	SACO	ME
112209	112224	754782	SHOP 'N SAVE #351	351	PORTLAND	ME
112209	112225	100137	SHOP 'N SAVE #225	225	BIDDEFORD	ME
112209	112225	100609	SHOP 'N SAVE #279	279	SOUTH PORTLAND	ME
112209	112225	058905	SHOP 'N SAVE #387	387	SOUTH PORTLAND	ME
112209	112225	481608	SHOP 'N SAVE 342	342	SCARBOROUGH	ME
112603	112621	814181	SHOP 'N SAVE #385	385	ATHOL	MA
112608	0	688377	SHOP'N SAVE S/S 170	170	WEST PEABODY	MA
112608	0	756936	AX SHOP & SAVE #191	191	CHELMSFORD	MA
112608	112627	563759	AX SHOP & SAVE #174	0	LOWELL	MA
114060	0	547711	HANNAFORD BROS HDQTR	0	SCARBOROUGH	ME
162201	162327	420987	SUN FOODS #171	171	MASSENA	NY
162202	162320	470145	SUN FOODS #175	175	WATERTOWN	NY
162206	162326	360889	SHOP & SAVE #168	168	NEW HARTFORD	NY
162206	162323	653997	SHOP 'N SAVE #328	0	ONEONTA	NY
162302	163828	113932	MARTIN'S FOOD #300	300	SO BURLINGTON	VT
162302	163828	113540	MARTIN'S FOODS #357	357	SO BURLINGTON	VT
162302	0	692198	SHOP N SAVE 303	0	BURLINGTON	VT
162303	163827	113580	MARTINS FOODS 355	355	ST ALBANS	VT
162303	163828	490601	MARTIN'S FD/DRUG 353	353	ESSEX JCT	VT
162303	163827	255425	SUN FOODS 166	166	PLATTSBURGH	NY
162304	162329	611224	#393 SUPER SHOP&SAVE	0	SARATOGA SPA	NY
162304	162329	392454	SHOP N SAVE 336	336	TROY	NY
162304	163829	466831	SHOP N SAVE 374	374	GLENS FALLS	NY
162304	163829	538763	SHOP N SAVE 360	360	QUEENSBURY	NY
162305	162328	688391	HANNFRD FOOD DRUG376	0	SCOTIA	NY
162305	162330	692197	SHOP N SAVE #392	0	NORTH GREENBUSH	NY
162305	162328	274691	SHOP 'N SAVE #362	362	ROESSLEVILLE	NY
162305	162324	567727	SHOP N SAVE 377	377	GLOVERSVILLE	NY
162305	162324	792678	SHOP & SAVE 363	363	AMSTERDAM	NY
162305	162328	611225	#320 SUPER SHOP&SAVE	0	SCHENECTADY	NY
162306	162321	624303	SHOP 'N SAVE #348	0	KINGSTON	NY
162308	162330	792675	SHOP & SAVE 367	367	ALBANY	NY
162308	162328	591439	SHOP N SAVE #386	386	LATHAM	NY
162308	162330	576810	SHOP 'N SAVE	0	EAST GREENBUSH	NY
162308	162329	840278	SHOP 'N SAVE 365	365	CLIFTON PARK	NY
163602	163620	624297	SHOP 'N SAVE #301	0	BENNINGTON	VT
163801	163820	105193	KELLEY'S #308	308	WOODSVILLE	NH
163801	163820	105183	KELLEY'S #304	304	FRANCONIA	NH
163802	0	653983	SHOP 'N SAVE #388	388	LUNENBURG	MA
163803	163821	317539	SUN FOODS #163	163	KEENE	NH
163804	163824	114342	MARTIN'S #324	324	RUTLAND	VT
163804	163824	262760	SHOP N SAVE #119	119	CLAREMONT	NH
163804	163825	527251	SHOP N SAVE #318	318	FRANKLIN	NH
163805	163823	105346	AX SHOP & SAVE #189	189	DRACUT	MA
163806	163825	584431	SHOP N SAVE FOOD 329	0	CONCORD	NH

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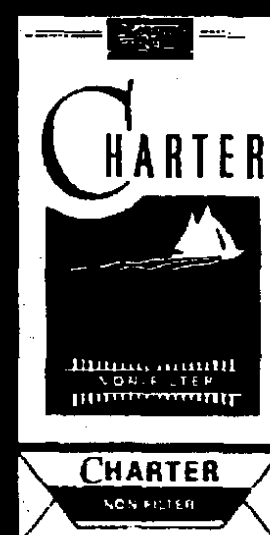
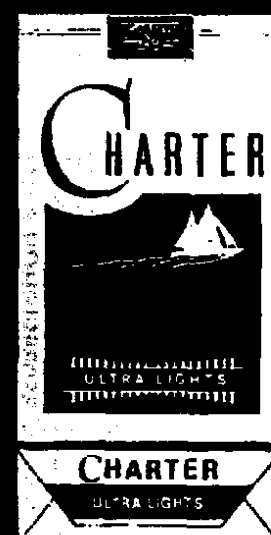
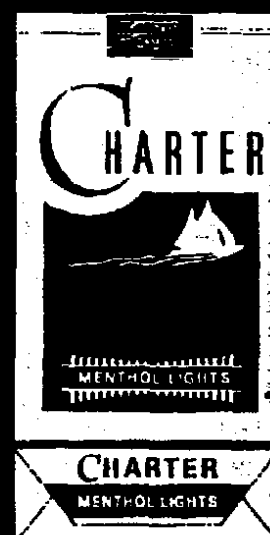
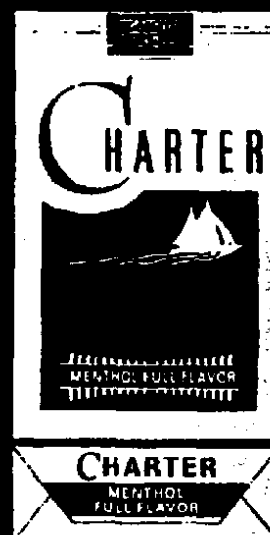
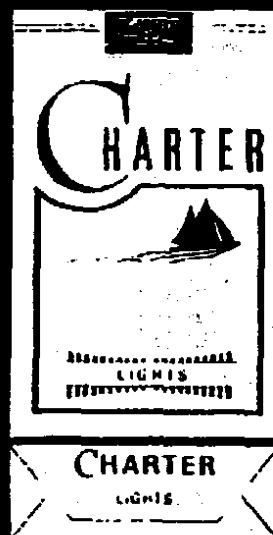
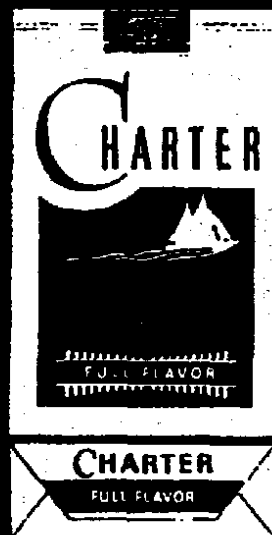
CHARTER

FULL FLAVOR

EVERY DAY
LOW PRICE

CHARTER

FULL FLAVOR



CHARTER 61103

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